

# Building Business, Relationships and Career Advancement

Ask Professor John

by Networking



helping-Brands.com

1 on 1 Sessions

Corporate, Education, Government and Non-Profit

helping-Brands.com

John R. Fugazzie

Founder

www.johnrfugazzie.com



johnrfugazzie@aol.com | 551-204-5667  
www.linkedin.com/in/johnrfugazzie

helping-Brands



Leadership in a "New Globalized, Accelerating, Ever-Changing, Techno-Centric, Economy"

# *John R. Fugazzie - Introduction*



- 43 plus years business executive in food, publishing, in marketing leadership
- Founder of Neighbors-helping-Neighbors USA Jan 2011
- Founder of helping-Brands.com and helping-Brands.org
- Corporate Workforce Development for RWJBarnabas Health 38,500 employees
- 8 years as Adjunct Professor at Hispanic Center at Becton School of Arts & Sciences at Fairleigh Dickinson University, teaching master level business and leadership classes
- Founder of Ask Professor John workshops and Career Advisor John
- Nationally recognized subject matter expert in this area John is continuously sought after for input by the media and labor officials for articles and coverage about policy input about the national unemployment and jobs situation.
- Subject Matter Expert for USDOL
- Invited to meetings at White House and USDOL 2013-2018.

[More about me http://nhnusa.org/jrf-recommendations.html](http://nhnusa.org/jrf-recommendations.html)

# *Understand the Economy Structural Change*

*Leadership in a “New Globalized, Accelerating, Ever-Changing, Techno-Centric, Economy”.*

- Economy operates differently it is global and techno- centric
- Technology has changed everything and advanced rate of change
- Employers/Companies are bottom-line short term focused
- Technology and Automation
- Impact of Social Media and community engagement

# *World Population in 2022*

- **7,868,872,451**, an increase of 74,235,487, or 0.95%, from 1.1.21
- During January 2022, 4.3 births and 2.0 deaths are expected worldwide every second.

2029	8,477,660,723
2030	<b>8,548,487,371</b>
2031	8,618,349,454
2032	8,687,227,873

- Population estimate for 2050 - 9.9 billion.
- According to the UN, about two-thirds of the predicted growth in population between 2020 and 2050 will take place in Africa.

# World Population in 2022

7,868,872,451

36% of worlds population in two countries, China & India India will pass China in 2028

Rank	Country	2022 Population	2021 Population	Growth Rate	Area	Density (km <sup>2</sup> )
1	<a href="#">China</a>	1,448,471,400	1,444,216,107	0.29%	9,706,961	149/km <sup>2</sup>
2	<a href="#">India</a>	1,406,631,776	1,393,409,038	0.95%	3,287,590	428/km <sup>2</sup>
3	<a href="#">United States</a>	334,805,269	332,915,073	0.57%	9,372,610	36/km <sup>2</sup>
4	<a href="#">Indonesia</a>	279,134,505	276,361,783	1.00%	1,904,569	147/km <sup>2</sup>
5	<a href="#">Pakistan</a>	229,488,994	225,199,937	1.90%	881,912	260/km <sup>2</sup>
6	<a href="#">Nigeria</a>	216,746,934	211,400,708	2.53%	923,768	235/km <sup>2</sup>
7	<a href="#">Brazil</a>	215,353,593	213,993,437	0.64%	8,515,767	25/km <sup>2</sup>
8	<a href="#">Bangladesh</a>	167,885,689	166,303,498	0.95%	147,570	1,138/km <sup>2</sup>
9	<a href="#">Russia</a>	145,805,947	145,912,025	-0.07%	17,098,242	9/km <sup>2</sup>
10	<a href="#">Mexico</a>	131,562,772	130,262,216	1.00%	1,964,375	67/km <sup>2</sup>

# Sustainability



[The 2030 Agenda for Sustainable Development](#), adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

# *ESG Environmental / Social / Governance*

## What topics fall under ESG and how are they rated?

ESG issues cover a variety of topics which are applicable to all industries and organizations in one way or another. While the avoidance of “sin stocks” was traditionally considered central to investing ethically, ESG investing entails a broader scope of issues, including:

### *Environmental*

- Climate change
- Greenhouse gas (GHG) emissions
- Resource depletion
- Waste and pollution
- Water and energy efficiency
- Deforestation
- Biodiversity

### *Social*

- Working conditions
- Equal opportunities
- Human rights
- Employee diversity
- Health and safety
- Child labor and slavery
- Community engagement
- Philanthropy

### *Governance*

- Business ethics
- Executive pay
- Board diversity and structure
- Bribery and corruption
- Political lobbying and donations
- Tax strategy
- Compliance

# *Professor John's Career Advice*

- Do something you love
- Do something you are good at
- Have Passion and Purpose
- Be a Leader
- Invest time in your community
- Volunteer to create social change
- Have work-life balance

**Career Advisor John R. Fugazzie**



*helping-Brands.org* 

[www.RealWorld-U.com](http://www.RealWorld-U.com)



[www.helping-Brands.com](http://www.helping-Brands.com)

<http://nhnusa.org/career-advisor-john.html>

All materials are the intellectual property of John R. Fugazzie



# *John's Advice to Leaders*

- Be a servant and authentic leader
- Show you play well with other generations
- Be open to learn continuously
- Be a Leader Mentor up and down
- Invest time in your community
- Support and encourage diversity
- Invest in yourself and your education
- Always show Passion and Purpose
- help those with barriers

# *A Career Advancement Campaign*

## **Prepare Yourself**

- Career Planning
- Managing Change
- Stress Management
- Consider being a contractor
- Prepare a Resume
- Assessments
- Elevator Pitch
- Networking Business Cards

## **Marketing Yourself**

- Prepare Marketing Plan
- Target Characteristics
- Create Company Target List
- Candidate Networking Profile
- Networking
- Prepare “STAR” 6-10 list
- LinkedIn Profile
- Set up Search Alerts

# *Prepare Your Marketing Plan*

## *Your Marketing Plan Should Include:*

- Professional Objective
- Preferred Functions
- Positioning Statement
- Areas of Expertise
- Representative Accomplishments
- LI recommendations

# *Create Company Target List*

- To implement marketing and networking need targets
- Efforts in all areas will focus on your company targets
- More you are focused more change for success
- Be flexible, the economy has changed
- Think out of the box
- Consider new areas that can utilize your acquired skills and talents
- Include geography and relocation options

# *Your Marketing Package*

- Professional Resume – *most resumes I see need help*
- LinkedIn Profile – must be complete
- Candidate networking profile
- Blogs and Publishing you have done Accomplishments
- Personal web sites, blogs and published articles
- Portfolio/ examples of your work

# *Networking*

- Networking is how you get a job today and always was.
- Use your Candidate Networking Profile
- Set up informational interviews
- Attend industry and trade association events
- Use LinkedIn for the powerful networking tool it is
- Network, Network, Network
- Be honest with yourself as to how much effort are you applying

# *Networking Events*

- Attend local networking events
- Join a local job search support group or job club
- Focus on contacting and networking your target list of companies
- Couple events a week is enough
- Spend your time during day to be networking to employers
- Be prepared to work the networking event
- Attend chamber, rotary and industry events
- Give out your networking/business card and get others cards
- Follow up on all contacts made

# *Job Searches and Job Alerts*

- Set up Job Search alerts with all the key search engines
- Set up industry specific ones based on your field
- Use Google for anything you need to know/learn
- Google alerts to follow target companies and industries
- Google yourself to know your digital footprint
- Employers will look at your LinkedIn profile and google you



# Search your name on Google

## Fugazzie - Neighbors-helping-Neighbors USA

[nhnusa.org/fugazzie.html](http://nhnusa.org/fugazzie.html) ▼

**John R. Fugazzie** has become one of the country's leading subject matter experts and leaders in leadership, economic and workforce development, job search ...

## Neighbors-helping-Neighbors USA, Inc.

<https://www.nhnusa.org/> ▼

Founded in River Edge, NJ on January 27 2011, by **John R. Fugazzie** Neighbors-helping-Neighbors has fostered a "pay it forward" culture, holding a weekly ...

## John R. Fugazzie MBA - Business Development Manager - NJMEP...

<https://www.linkedin.com/in/johnrfugazzie> ▼

View **John R. Fugazzie** MBA'S profile on LinkedIn, the world's largest professional community. John R. has 14 jobs listed on their profile. See the complete ...  
You've visited this page 3 times. Last visit: 2/23/16

## John R. Fugazzie MBA - Executive Director Hudson County/Jersey...

<https://remote.com/john-r-fugazzie--mba/> ▼

View **John R. Fugazzie** MBA's professional profile and learn about their bio, experiences, skills, accolades, educational background and more.

## John Fugazzie | Manager of Innovation and Growth - NJMEP

<https://www.njmep.org/john-fugazzie/> ▼

Jun 13, 2018 - Learn more about NJMEP Manager of Innovation and Growth services, **John**



John R. Fugazzie



## John R. Fugazzie MBA (@JohnRFugazzie) · Twitter

<https://twitter.com/JohnRFugazzie>

Inkd.in/enS2KxE  
Inkd.in/eGhyaxJ

2 days ago

Inkd.in/ehR369D

2 days ago

Inkd.in/ejYkwzG

2 days ago

→ [View on Twitter](#)

## Community Advisor: John Fugazzie | Hackensack Daily Voice

<https://dailyvoice.com/new-jersey/hackensack/community.../john-fugazzie/> ▼

**John R. Fugazzie** has become one of the country's leading jobs advisors and jobs ... John is an adjunct professor at the Petrocelli College at FDU teaching ...

## 1683 Best Ask Professor John R. Fugazzie images in 2019 | Perso...

<https://www.pinterest.com/johnrfugazzie/ask-professor-john-r-fugazzie/>

Have you benefited from a life coach? Has the field always made your ears perk up? Are you interested in being involved in a lucrative, fast. **John R. Fugazzie**.

## NETWORKING For the Woodstock Generation -John R. Fugazzie ...

<https://www.eventbrite.com> > ... > [Westwood Business Classes](#) ▼

Eventbrite - Neighbors-helping-Neighbors USA - helping Brands presents NETWORKING For the



**Neighbors-*helping*-Neighbors USA Inc.**

**[www.johnrfugazzie.com](http://www.johnrfugazzie.com)**

*helping-Brands* 



**Neighbors-*helping*-Neighbors USA Inc.**

**[www.johnrfugazzie.com](http://www.johnrfugazzie.com)**

# Neighbors-*helping*-Neighbors USA

use site and resources and interact in the social media  
and network with all the members



**LinkedIn Group all are Welcome**

[www.linkedin.com/groups?home=&gid=3892534](http://www.linkedin.com/groups?home=&gid=3892534)

**Facebook group**

<https://www.facebook.com/groups/144420372286477>

**See Web site for up to date meeting information**

[www.nhnusa.org](http://www.nhnusa.org)

# Neighbors-*helping*-Neighbors USA

use site and resources and interact in the social media  
and network with all the members



**Tuesday Meetings @ 7 pm**

**video conferenced**

**on Google Meet**

**[www.nhnusa.org](http://www.nhnusa.org)**

***helping-Brands.com***



**See Web site for up to date meeting information**

**[www.nhnusa.org](http://www.nhnusa.org)**

# *Networking Business Cards*

- Card needs to have all your contact info
- Networking events are overwhelming for all
- Goal is to be able to get networking contact to reach you afterward
- Easy to hand card when people are busy with others
- Try to get a card exchange, come home and connect on LI

# *Elevator Pitches*

- Prepare a 30 second and 2 minute version
- Practice it often, change it as needed
- Networking is how you get a job this is a tool
- Practice with family, friends, job search group members
- Adjust it as you learn more about your goals

# *Networking Profile*

- This is your target list for all job search activities
  - You adjust this list continuously it's a living document
  - Keeps candidate focused on job/career/employer goals
  - A document you can distribute to people who will help you
  - Format as you feel best presents yourself
- 
- Examples are on Jobsearch tools

<http://nhnusa.org/job-search-tools.htmlpage>



# *Community / Volunteerism*

Demonstrate your Community Efforts

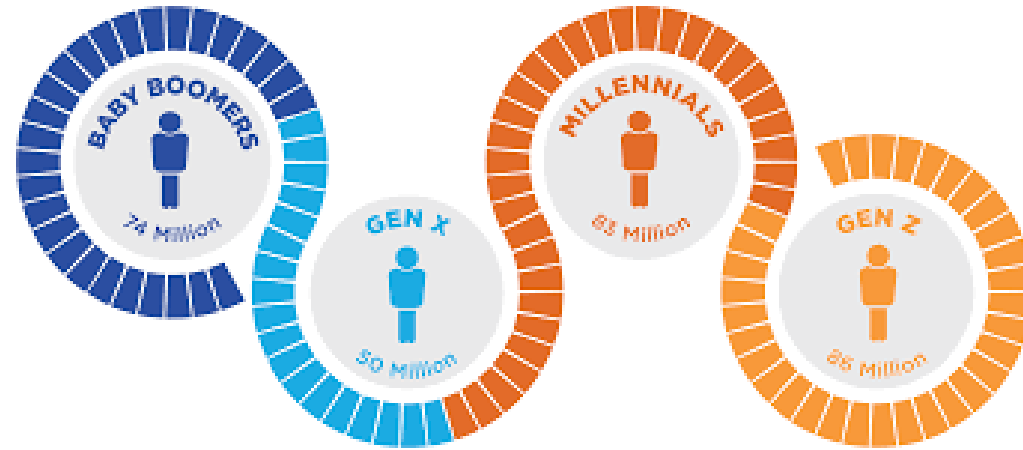
Volunteering expands networking opportunities

- Open doors as a volunteer/ member of  
Neighbors-helping-Neighbors USA

# *Career Planning*

- Each Generation is at a different point of their career
- Emphasize “ Who I Am, not what I am”
- “What Can I do” to incorporate “What I did”
- Assessing interests, values, and preferences
- Personal assessment /taking stock
- Evaluate Career options
- Understand the changing market
- Assessing the job market, targeting jobs, employers or industries
- Geography ( where is the growth )

# Definition of Generations



- **The Silent Generation:** Born 1928-1945 (77 -94 years old)
- **Baby Boomers:** Born 1946-1964 (58-76 years old)
- **Generation X:** Born 1965-1980 (42-57 years old)
- **Millennials:** Born 1981-1996 (26-41 years old)
- **Gen Z:** Born 1997-Present (0-25 years old)

# *Career Transition - Boomers*

- Industry is having a hard time finding people now more open than in past to older and job seekers with various barriers
- What are my transferable skills <http://nhnusa.org/job-search-tools.html>
- How has technology impacted my industry, job and career ?
- What Industries are growing and accepting of my experience
- Nonprofits
- Education
- Health Care
- Government

# *Research people at your target companies on LinkedIn*

- Use LinkedIn for researching companies
- Find all the people who are in the at your target companies
- Follow all your target companies
- Monitor what they post including jobs
- Use companies followed to make LI connections with people there

# *Sync your Resume with LinkedIn Profile*

- Your LI profile must be completely in sync with your resume
- Increase Your LinkedIn Visitor Traffic with proper Keywords
- LinkedIn is a very large database of profiles that uses key fields to order (or "index") the entire collection of data.
- LinkedIn's revenue is generated by recruiters using LinkedIn to find candidates,
- LinkedIn knows the best keywords for personal SEO.

# *Networking is a Necessity*

- Networking is the smart way to land a job in today's difficult job market where there are still too few jobs for too many job candidates.
- Research shows that 80 percent of jobs are found through networking, compared with 5 percent through advertisements, 10 percent through recruiters, 5 percent at job fairs.

# *What is Professional Networking*

- Professional networking is leveraging your business and personal connections to bring you new business or job opportunities.
- The concept involves sharpening Relationship Building Skills.
- There's no doubt that both the Social Media form of networking and personal Face-to-Face networking are increasing.
- It's the most important job hunting skill you must develop.



# *Reach "hidden job market" by networking*

Hidden jobs account for up to 80% of hires based on some estimates

- Change the way you network
- Join a professional networking group
- Contact employers directly
- Sign up for Google News Alerts
- Attend a conference Trade shows and conventions
- Like current employer but not your job, look internal for new job

# *Networking advice for out going people*

- Networking is easier for sales, marketing and outgoing personalities or extraverts.
- Join Social Media groups of all kinds.
- Set up informational interviews-if you dare!
- Volunteer at organizations or help plan events.
- Join trade associations.
- Attend as many events as you can.
- Network everywhere you can

# *Networking for the Introvert*

*Boomers, Gen X, Millennials and Z*

- Close to 50% of the population are considered introverts.
- Practice on family and friends.
- Using technology like LinkedIn or niche social networks.
- Carry networking or business card so people can contact you.
- At events don't spend too much talking to people you know use time to meet others you don't and have people you know introduce you.

# *Traditional Networking Venues*

## *Social Networking sites*

LinkedIn  
Google+  
Facebook  
Twitter  
Meetup.com  
Eventbrite.com

## *Professional Networking*

Industry Events  
Corporate Alumni Networks  
Professional Associations  
Trade Shows

## *Business Networking Local*

Chamber of Commerce  
Events Rotary Clubs, Elks,  
Knights of Columbus

## *College Networking*

Alumni Events  
College Career Fairs  
Job Fairs

## *Community Networking*

Diversity Groups  
Women's Groups  
Non Profit events  
Religious gatherings  
High School Events

## *Community Organizations*

Neighbors-helping-Neighbors  
Volunteer Associations  
Community Service Groups  
Job Clubs | Support Groups | Classes

# ***Non Traditional Networking Places***

- Craft classes book clubs | Barnes and Noble and large bookstores
- Starbucks, Panera's and all the other chains like these
- At professional sporting events
- Concerts | hairdresser | Nail Salon | Doctor offices | Medical Rehab
- Recreational events Places with children At the gym
- Anywhere there is a line or a wait | On commuter train or bus
- At station airport terminals Dog Park and places with pets
- Bakery, cleaners, deli, gourmet store
- Moms school pick up line at children's sporting events
- On line at pharmacy / drug store | In your neighborhood
- At the Library | YWCA | College Campus

# *How to be a Smarter Networker*

- Have a clear defined goal.
- Think about what type of job you would like someone to search for you.
- The more specific you are, the easier it is for others to help you with your job search. Broad statements such as “I’ll take anything,” isn’t very helpful.
- A statement like, “I’m looking for a position as an administrative assistant in a school,” is more effective
- Set a goal to find 5 new contacts each week.

# *Professionally use LinkedIn Promote it's use*

- Needs to be part of your Personal/Professional Branding
- Being on LinkedIn and having proper profile says you understand the new social media world.
- Demonstrates leadership in current new global/techno economy.
- To teach it you need to understand it, and use it yourself
- Recommendations from key people are powerful

# *Using LinkedIn is Important for Job Seekers*

- Important and effective networking tool.
- 97 % of all recruiters use LinkedIn to find candidates
- Hiring managers use LinkedIn to source candidates
- Access to posted jobs and find “hidden jobs”
- Your profile needs to be complete and properly represent you
- Being on LinkedIn and having proper profile says you understand the new social media world.
- Helps establish and build upon job seekers Personal Branding



# *LinkedIn : Building Business Relationships*

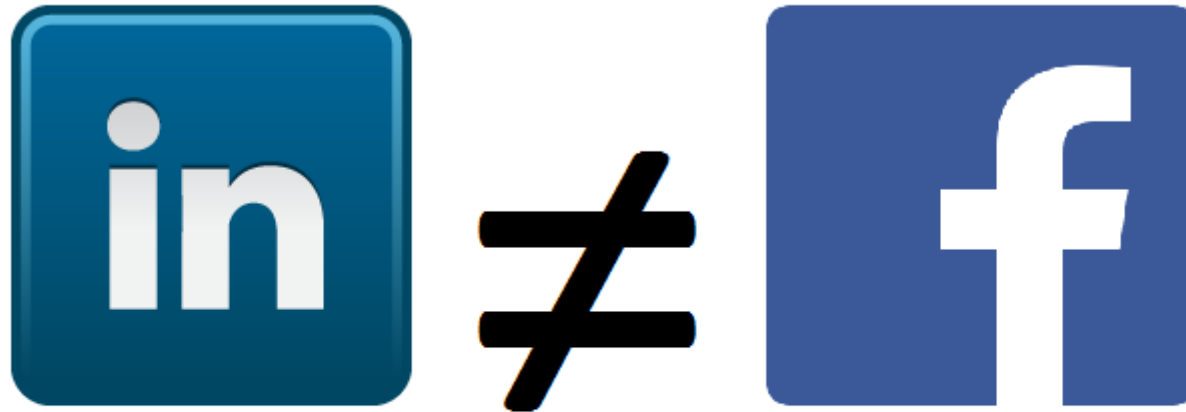
- Effective way to connect to your target business objectives
- Recommendations to show your previous success with business
- Follow companies on your target list
- Always expand your network
- Ongoing contact, relationships need to be built over time
- Transformational vs Transactional
- Showcase expertise and success stories via publishing on LI

# *LinkedIn :Professional Social Media Branding*

- You need to be on LinkedIn and be active to show you get the future
- Employers wants to connect to customers, employees and shareholders though social media
- Technology impacts everything you do and how you are seen
- LinkedIn is a networking tool
- Use other social media platforms as professional outreach methods

Pinterest, facebook, Twitter, YouTube [www.nhnusa.org/social-media.html](http://www.nhnusa.org/social-media.html)

# *LinkedIn is not Facebook*



**Please keep professional**

# *LinkedIn Profile and your Resume*

- LinkedIn Profile must be consistent with your resume information
- Recruiters and hiring managers look at both
- Many will first see you on your LinkedIn Profile
- LinkedIn profile should not have your resume
- Should not be a duplicate of your resume
- LinkedIn profile is part of your Personal Branding Package
- Get personalize URL

# *LinkedIn a Powerful Business Social Network*

- Introductions to expand business connections and career possibilities
- New Jobs and business opportunities
- Employers and hiring managers can search for potential candidates
- Job seekers can review profiles of hiring managers and get introductions Companies post jobs sometimes only on LI
- When people see your photo they connect with you on a personal level.
- Follow companies for research and using 2<sup>nd</sup> connections.
- Connect to previous colleagues
- Receive updates on your connections
- Read, write, post articles and Publish your expertise
- Get endorsements

# *Expand your LinkedIn Network*

- Networking is not just the person you are connected to but who they are connected to. Goal is to reach people who can help you connect to key employers.
- Get to 500+ quickly as that is first threshold. Connect with people with large numbers of LI connections.
- Once you reach 500+ continue to build your network, make it part of your every day process
- Join Groups of interest
- Follow companies you have on your target lists
- Become a publisher on LI and showcase your brand and your knowledge

# *Build your personal connections*

- Make adding connections part of your daily routine
- When you make new connections send requests on LI
- Collect business cards at all your business meetings and networking events
- Research contacts in your network is connected to that person
- Request connections with people in your groups

# *Let's Get Started Networking with Alumni*

- Your fellow Alumni are your best and easiest existing network of contacts.
- You need to connect and then continue to build your relationships.
- You can get your Alumni network to build your business connections, expand your community efforts and advance your career if you put the effort in.



***Thank You ... hope to see you soon !***

**Ask Professor John**



*helping-Brands.com* 



**1 on 1 Sessions**

**Corporate, Education, Government and Non-Profit**

**Ask Professor John**



*helping-Brands.com* 



**Professional Workshops**

**Corporate, Education, Non-Profit & Government**

<http://nhnusa.org/jrf-recommendations.html>